

## Claims

What is claimed:

1. An advertisement management system (AMS) for inserting  
5 targeted advertisements in an electronic program guide (EPG),  
the system comprising:

an advertisement characterization module for characterizing  
one or more advertisements to be transmitted to a subscriber  
within the EPG;

10 a subscriber characterization module for characterizing one  
or more subscribers receiving the EPG; and

an EPG correlation module for correlating the  
advertisements to the subscribers whereby the suitable  
advertisements are inserted in the EPG.

15 2. The system of claim 1, wherein the EPG with suitable  
advertisements is received by the subscriber at a subscriber  
interface.

20 3. The system of claim 2, wherein the subscriber  
interface is a set-top box (STB).

4. The system of ~~claim 2~~, wherein the subscriber interface is a cable-ready television having a unique identification.

5 5. The system of ~~claim 2~~, further comprising an EPG download server for creating a plurality of EPG screens having targeted advertisements.

6. The system of ~~claim 5~~, wherein the plurality of EPG screens are transmitted to the subscriber.

7. The system of ~~claim 6~~, further comprising an instruction module for instructing the subscriber interface to select an appropriate EPG screen.

8. The system of ~~claim 5~~, wherein a suitable EPG screen is transmitted to the subscriber, responsive to said EPG correlation module.

20 9. The system of ~~claim 1~~, wherein the subscriber characterization is based on demographic information available from one or more databases.

10. The system of claim ~~9~~, wherein the databases are located externally to the AMS.

5 11. The system of claim ~~9~~, wherein the databases are located internally to the AMS.

12. The system of claim ~~1~~, wherein the subscriber characterization is based on real-estate information.

10 13. The system of claim ~~1~~, wherein the advertisements are characterized via one or more advertisement vectors.

15 14. The system of claim ~~13~~, wherein the advertisement vectors include a plurality of categories.

15. The system of claim ~~14~~, wherein each of the plurality of categories is assigned a weight.

20 16. The system of claim ~~15~~, wherein the advertisement vector comprises a weighted average of the categories.

17. The system of ~~claim 1~~, wherein the subscribers are grouped into a plurality of groups based on common subscriber characteristics, whereby each subscriber group receives a particular EPG having one or more targeted advertisements.

18. The system of ~~claim 1~~, further comprising an advertisement sales module for selling one or more advertisement opportunities available in the EPG.

19. The system of ~~claim 18~~, wherein the advertisement sales module further determines a pricing scheme to be presented to one or more advertisers for placement of the advertisements in the EPG.

20. The system of ~~claim 19~~, wherein the pricing scheme is based on the correlation results.

21. The system of ~~claim 20~~, wherein the prices are directly proportional to the correlation.

22. A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

characterizing one or more subscribers receiving the EPG;

characterizing one or more advertisements to be transmitted

5 to the subscribers within the EPG;

correlating the subscribers and the advertisements based on the subscriber characterizations and the advertisement characterizations; and

creating a plurality of EPGs having different advertisements.

23. The method of claim 22, further comprising selecting an appropriate EPG to be transmitted to a subscriber based on said correlating.

24. The method of claim 22, further comprising:

transmitting the plurality of EPGs to each of the subscribers; and

instructing a subscriber interface to display a particular EPG, wherein the instruction decisions are based on the correlation results.

25. The method of claim 24, wherein the subscriber interface is a set-top box (STB).

5 26. The method of claim 24, wherein the subscriber interface is a cable-ready television having a unique identification.

10 27. The method of claim 22, wherein the subscriber characterizations are based on demographic information.

28. The method of claim 22, wherein the subscriber characterizations are based on real-estate sales information.

15 29. The method of claim 22, wherein the advertisements are characterized via one or more advertisement vector.

30. The method of claim 29, wherein the advertisement vector includes a plurality of categories.

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31. The method of ~~claim 30~~, wherein each of the plurality of categories is assigned a weight.

32. The method of ~~claim 31~~, wherein the advertisement  
5 vector comprises a weighted average of the categories.

33. The method of ~~claim 22~~, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group  
10 receives a particular EPG having one or more targeted advertisements.

34. The method of ~~claim 22~~, further comprising determining a pricing scheme to be presented to one or more advertisers for  
15 placement of the advertisements in the EPG.

35. The method of ~~claim 34~~, wherein the pricing scheme is based on the correlation results.

20 36. The method of ~~claim 35~~, wherein the prices are directly proportional to the correlation.

37. A method for delivering targeted advertisements in an electronic program guide (EPG), the method comprising:

creating a plurality of EPG screens having different  
5 advertisements;

characterizing one or more subscribers receiving the EPG;  
and

correlating the EPGs and the subscribers based on the  
subscriber characterization.

38. The method of claim 37, further comprising selecting a  
suitable EPG to be transmitted to a particular subscriber, based  
on said correlating.

39. The method of claim 37, further comprising:  
transmitting the plurality of EPGs to each of the  
subscribers; and

instructing each subscriber interface to select a  
particular EPG.

40. The method of claim 39, wherein the instructions are based on said correlation.

41. The method of claim 37, wherein said correlating  
5 further comprises:

characterizing the advertisements inserted in different EPGs; and

matching the subscriber characterizations and the advertisement characterizations.

42. The method of claim 41, wherein the advertisements are characterized via one or more advertisement vector.

43. The method of claim 42, wherein the advertisement  
15 vector includes a plurality of categories.

44. The method of claim 43, wherein each of the plurality of categories is assigned a weight.

20 45. The method of claim 44, wherein the advertisement vector comprises a weighted average of the categories.

46. The method of ~~claim 37~~, further comprising grouping the subscribers into a plurality of groups based on common subscriber characteristics, whereby each subscriber group  
5 receives a particular EPG having one or more targeted advertisements.

47. The method of ~~claim 37~~, further comprising determining a pricing scheme to be presented to one or more advertisers for  
10 placement of the advertisements in the EPG.

48. The method of ~~claim 47~~, wherein the pricing scheme is based on the correlation results.

49. The method of ~~claim 48~~, wherein the prices are  
15 directly proportional to the correlation.